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September 26, 1996

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

**Re: Implementation of the Non-Accounting Safeguards of  
Section 271 and 272 of the Communications Act of 1934 and  
Regulatory Treatment of LEC Provision of Interexchange  
Services Originating in the LEC's Local Exchange Area  
CC Docket No. 96-149**

Dear Mr. Caton:

In accordance with the Commission's rules governing ex parte presentations, please be advised that today, Michael Zpevak (representing Southwestern Bell Telephone Company (SWBT)), Karol Sweitzer (representing Southwestern Bell Communications Services Inc. (SBCS)), Virginia Vann (representing Southwestern Bell Communications Inc. (SBC)), Timothy Leahy (representing SBC Communications Inc.), and the undersigned met with Carol Matthey, Radhika Karmarkar, Linda Kinney, Michelle Carey, Cheryl Leanza, and Sarah Whitesell of the Common Carrier Bureau's Policy and Program Planning Division.

We presented and discussed SBC's stated positions in the above-referenced rule making docket.

Written materials, which were used during the presentation, are attached to this letter for inclusion into the official record in this docket. Pursuant to Section 1.1206(a)(1) of the Commission's rules, 47 C.F.R. § 1.1206(a)(1), two copies of this letter and the supporting materials are provided for your use.

Due to the late hour at which the meeting concluded, we are filing the required notification today.

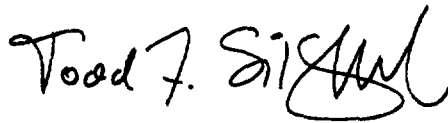
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Mr. William F. Caton  
September 25, 1996  
Page - 2 -

Should you have any questions concerning the foregoing, do not hesitate to contact me.

Very truly yours,

A handwritten signature in black ink, reading "Todd F. Silbergeld". The signature is written in a cursive, flowing style with a large, stylized "S" for the last name.

Todd F. Silbergeld

**Attachments**

cc: Ms. Carol Matthey  
Ms. Michelle Carey  
Ms. Radhika Karmarkar  
Ms. Linda Kinney  
Ms. Cheryl Leanza  
Ms. Sarah Whitesell

**SBC'S LONG DISTANCE PLANS ARE CONSISTENT WITH  
REQUIREMENTS OF TELECOMMUNICATIONS ACT**

- **GENERAL STRUCTURE**
- **JOINT MARKETING**
- **STRUCTURAL SEPARATION / NETWORK AND  
OPERATIONS**
- **ADMINISTRATIVE SERVICES**

# The 'New' AT&T Faces Daunting Challenges

By JOHN J. KELLER

Staff Reporter of THE WALL STREET JOURNAL

A daunting and uncertain future awaits the "new" AT&T Corp., which is finally putting the finishing touches on the three-way breakup it announced a year ago.

Wall Street swooned when AT&T unveiled its plan to spin off two of its lagging businesses — the telecom-equipment arm now known as Lucent Technologies Corp. and the NCR Corp. computer unit. AT&T's stock hit a record a few months

## TELECOMMUNICATIONS

later. Since then, the stock price of Lucent, which will be fully spun off Sept. 30, has soared, and NCR, set for independence by year-end, is on the mend.

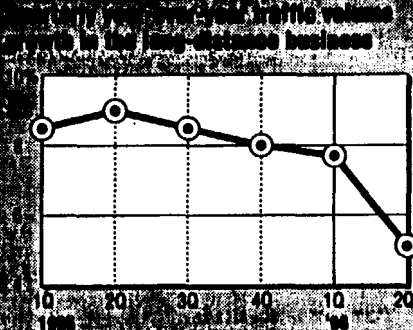
But AT&T itself is now seemingly adrift. Its calling-volume growth slowed between the first and second quarter by an unprecedented amount. Its churn rate — or the frequency with which customers sign up for AT&T service and then abandon it — doubled in the second quarter from a year ago, people close to the company say, and big rivals are growing two to three times as fast as AT&T. As a result, the company's stock price has fallen 16% since January. Still to come: seven new multibillion-dollar combatants — the Baby Bells — that hope to offer long-distance service in the coming year.

AT&T is fighting back. It is drafting an aggressive flat-rate offer for all local,

## A Look at the Leaner AT&T

Company Revenue	
Second quarter 1996 (billions)	
Revenue (billions)	
Wiredline services	\$11.22
Wireless	0.85
Other products and services	0.54
Financial services	0.42
Total revenue	\$13.03
Operating profit (billions)	\$2.3

Source: AT&T



long-distance and in-state "toll" calls, regardless of time of day, or weekday or weekend. People close to the company say the rate could be as low as 15 cents a minute. Eventually, the rate may be extended to cellular calls, offering a handsome price cut for wireless customers. Currently, AT&T customers pay rates based on when the call is made and the distance it travels.

AT&T hopes to tap consumers' cravings for simplicity and bundled services listed on a single bill. Sprint Corp. proved the appeal with its dime-a-minute plan, though that price applies only at night. "We've got to focus on rewarding and creating loyalty

among existing customers" rather than spending big to buy back defectors, says Robert E. Allen, AT&T's chairman and chief executive.

"We're not at sea here. We're in charge and we're running hard," Mr. Allen insists. "This is a kind of messy, grunt-work period for us" as AT&T sheds two limbs and suits up for the new telecom wars, he says. "It's almost impossible to communicate to anybody . . . other than [about] the complexity of this, which doesn't get your stock price moving."

But as the telecom titan braces for yet another campaign of price cuts and promotional gimmicks, it faces a major problem:

How much will the AT&T brand name—built with a billion dollars a year in advertising — really count in a new era of cutthroat pricing. "Almost all carriers are virtually identical in terms of the service, which is a commodity. Original brand loyalty is eroded by this," says marketing consultant Steven Permut, president of Marketing Sciences Inc., Guilford, Conn.

Although the AT&T brand remains one of the world's best-known and the company still controls more than 60% of the long-distance market, AT&T is already beset by small-time "dial-around" services. These new rivals mail out stickers embossed with dial-up codes that customers can use to bypass their usual long-distance carriers and get cheaper rates. The no-name services have attracted hundreds of millions of dollars in annual traffic without big ad budgets.

In addition, even as AT&T prepares to offer flat-rate, bundled service, it's having a tough time tying together all of its services in a single package. The growth rate of its cellular business, into which the company has already sunk more than \$20 billion, is slowing as the service signs up more low-use customers amid stiff competition. A seemingly natural ally, AT&T's Universal credit-card business, is performing poorly and is rumored to be ready to go on the block. (AT&T denies the business is for sale.)

The former Ma Bell continues to wres-  
Please Turn to Page B17, Column 3

## Pared-Down AT&T Will Face Uncertain And Daunting Future

*Continued From Page B1*

tle with ways to increase coordination among its units, which Mr. Allen's breakup plan was supposed to help. Two years after acquiring the former McCaw Cellular Communications Inc., AT&T's wireless business still mostly goes its own way in marketing. While AT&T's long-distance business takes customer calls 24 hours a day, seven days a week, the Seattle-based wireless unit stubbornly sticks to a five-day schedule and a separate phone number. The long-distance and cellular ad campaigns remain entirely separate, rather than being packaged together.

Nor has AT&T been able to accelerate its planning process to prepare for coming clashes. Strategies for invading new markets are painstakingly picked over and debated in endless meetings. AT&T's Seattle-based wireless chief, Steven Hooper, is forever flying to the main base in Basking Ridge, N.J., for planning sessions that still haven't yielded much direct cooperation between AT&T Wireless and the long-distance residential business, although the wireless unit has been making progress in marketing with AT&T's business services unit. Yesterday, AT&T said it will offer its business customers several services under a single bill, including long-distance, cellular, local-toll, Internet-access and calling-card services.

Analysts say Mr. Allen will have to move quickly to erase the lines between AT&T's businesses so that the company can repel invaders in long distance and expand in new services. Otherwise, AT&T will lose share at an alarming rate: Even its own forecasts show that it's likely to lose several billion dollars in annual long-distance revenue within two years after the Bells enter that market.

"For AT&T, churn is the single most important management issue facing the company," says Brian Adamik, an analyst at Boston researcher Yankee Group. "It's the most fundamental day-to-day measurement of the health of your business, and AT&T must reduce it."

All carriers are racing to amass assets that will let them bundle services and offer residential and business customers a cohesive package with a single monthly bill. AT&T has the broadest array of assets for doing that. But the company hasn't been able to bundle services because its efforts to construct its own unified system for billing — now handled by the Baby Bells at a cost to AT&T of hundreds of millions of dollars a year — have run way behind schedule, though the system is finally nearing completion.

AT&T's new flat-rate pitch could pressure even the company's biggest rivals. AT&T, having cut its cumbersome cost structure, now posts operating-profit margins in the long-distance business of about 19%, significantly higher than the 15% mark for MCI Communications Corp. and the 11% margin for Sprint. "AT&T isn't that inefficient anymore," notes analyst Jack B. Grubman of Salomon Brothers Inc. "In fact, AT&T's revenue per employee from long distance is actually about \$450,000, versus MCI's \$350,000."

Still, customer losses in long-distance are all but inevitable as the Bell behemoths enter the market. And AT&T faces the prospect of running up huge deficits as it invests to enter new businesses. It has already spent nearly \$1 billion on on-line services, including some \$400 million this year, to get into the Internet business, and it seems far from turning a profit there. Billions more may have to be spent before AT&T's effort to invade the Bells' more than \$90 billion local-service business moves into the black.

"We want a third of the local market by early in the next century, over five years," AT&T's Mr. Allen says. "That's a major challenge."

TUESDAY, APRIL 30, 1996

Today:

**MCI LAUNCHES FLAT-RATE SERVICES UNDER SINGLE BRAND:** Offers 30 min. of calling, 5 Internet hours, one-number service at \$4.95 monthly; paging, cellular, \$37.95; home security monitors, \$64.75. (P. 6)

✓ Response Triples Forecasts

### **MCI BUNDLES CALLS, E-MAIL AND NUMBER INTO SINGLE, ONE-PRICE PRODUCT**

MCI bundled long distance, e-mail and single-number service into single, branded product Mon. and offered flat-rate monthly fee with one cost for additional time, becoming first major telecom carrier to offer multiple services at one price. MCI One, heavily advertised on Sun. night TV programs, generated "3 times" expected response among consumers, said John Donoghue, senior vp-consumer marketing. "Integration is the key to MCI One," he told reporters at Mon. news conference. Enhanced service, beginning at \$37.97 per month, offers wireless and paging service and home security monitoring.

Company expects to add MCImetro services to offering nationwide when network buildout is completed and pricing will be adjusted to provide additional incentives. Business alliance with Westinghouse Security, unit of CBS Inc. parent Westinghouse Electric, hasn't been disclosed previously, and additional announcements on pricing are expected within week, executives said. They said other one-stop shopping offers combine "one or 2 services with multiple bill," rather than package of services with single bill.

New service reflects company research showing widespread support for single billing and single service from same provider, Donoghue said. In enhanced offerings, MCI also is making available home security monitoring service that appears to exceed that of Ameritech, only other major telecom carrier offering such services. MCI said that, in conjunction with Westinghouse Security Systems partnership, it can offer home and small business monitoring service, customized for size of place and needs of owners. Basic monitoring service when coupled with paging-cellular option will be \$64.95 monthly, Enhanced Services Dir. Anna Garibaldi said.

Under basic plan, MCI One customers will get: 30 min. of long distance with additional min. at 15 cents each, free voice mail, 5 hours of Internet services, calling card. Free long distance min. can be applied to any combination of communications services. Business customers are offered additional min. at 14 cents on one-year agreement, 13 cents for 2-year deal. Enhanced service at \$34.95 provides same basic service plus cellular phone, pager and monthly service, although cellular is available only in 10 markets where MCI-acquired Nationwide Cellular operates. Coverage should

reach 45% of U.S. by year-end, Donoghue said.

Security monitoring service at outset will be handled by Westinghouse sales reps, although monthly service and billing will be included on MCI One bill, Garibaldi told us. Installation cost will depend on house size, market and options, which include individual access codes that can be programmed to pager or other device to alert customers of authorized or unauthorized entry, company said. "The network can also play traffic cop for busy parents," it said. With individual access codes, network can relay message to pager or cellular phone indicating when access code has been used, it said.

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MCI said it will begin offering call center operating services as part of its business services, from Call Center Services Div.

# FINANCIAL TIMES

COMPANIES &amp; MARKETS (Page 15)

THURSDAY, AUGUST 8, 1996

## MCI sees the future in 'one-stop' services

**T**he future of the communications industry, according to MCI, the US telephone company, comes in a box - a blue and white cardboard box, ordered by phone and delivered to your house.

It contains a cellular phone, a pager and a phone card, with software giving you an e-mail address and plugging you into the Internet. Everything works on one phone number and is paid for on one monthly bill. If anything goes wrong, you call one service number.

Called MCI One, the package was launched in the US in April. The response from MCI's competitors has been one of grudging respect tinged with irritation. They can and will, they say, provide the same services if customers want them.

But, they add, the package has to work properly. MCI One is assembled from a number of different suppliers. If you call the MCI One service number, competitors claim, the response is sometimes chaotic.

To the extent that this is true - and MCI denies it - it is a mere teething problem. The real issue is more fundamental. In essence, MCI One is a one-stop shop: a concept which has been tried, with varying success, in industries ranging from travel to financial services.

In one recent glaring example, the US brewer Anheuser-Busch started

making snacks, on the basis that people who drank beer also ate pretzels and peanuts. The result was so disastrous that in February, Anheuser said it would close the business, Eagle Snacks, at a cost of more than \$200m.

The question what, from the point of view of the customer, belongs together is complicated in US telecommunications by the fact that for more than a decade, providers of long-distance telephony were prohibited from carrying local calls, and vice versa. With this year's deregulation, that distinction has been abolished.

The average US customer is now expected to revert to taking local and long-distance telephony from the same source. The question is how many other services will be wanted on top. Here the US phone industry is divided.

"The problem about the one-stop shop," says the chief executive of a local phone company, "is that you're trying to push people into a yes-no position on every service. The trick is to offer a full service, but not be arrogant enough to expect everyone to buy all of it."

MCI would not disagree. MCI One comes in various forms, from a simple package to one involving the lease of a personal computer and a link for monitoring home security. "Think of it as a Chinese menu," says Mr

Tim Price, MCI's president of telecoms.

But perhaps the whole one-stop concept is flawed. This is the view of AirTouch, the San Francisco-based cellular phone company.

"Getting everything from one company," says Mr Ujjal Kohli, AirTouch's head of US marketing, "gives the illusion of simplicity. What customers really want is the assurance they're not being taken. And as a customer, do you really want one company as a single point of failure which could shut down your life?"

Mr Kohli adds that one-stop customers, in whatever market, demand a discount. As a supplier, what savings are you achieving to pay for that?

Simple, says MCI's Mr Price: reduce the rate of churn, or customer defection. Churn is one of the industry's biggest problems, worsened by the phone companies' habit of bribing customers to change supplier.

Mr Price maintains that the more services customers take from MCI, the more loyal they prove. "As marketers, we have to be able to price [MCI One] at a point where, at the end of the customer life, you're better off".

MCI is one of the most adroit marketers in the industry. Its competitors cannot be sure it is wrong this time.

**Tony Jackson**



08:55 FR

214 665 1331 TO SWBT MILTFAX

P. 06/08

# THE WALL STREET JOURNAL.

MARKETPLACE (Page B12)

FRIDAY, SEPTEMBER 13, 1996

## *MCI Offers Internet, Phone, Paging Package To Business Customers*

*By a WALL STREET JOURNAL Staff Reporter*

NEW YORK — MCI Communications Corp. is offering business customers in 13 cities a package of diverse telecommunications services, along with the convenience of a single bill.

The offerings include local and long-distance phone service, paging, cellular and Internet access. Customers who buy more than one service will get discounts. The Washington-based company's move reflects an increasing effort by phone carriers to win and retain customers by offering telecommunications "one-stop shopping" on a single, simplified bill.

"Everybody's talking about someday being able to offer integrated services. We're offering it now," said Brian Brewer, a senior vice president at MCI. The company says it has installed powerful switches to enable it to provide the new service, dubbed networkMCI One.

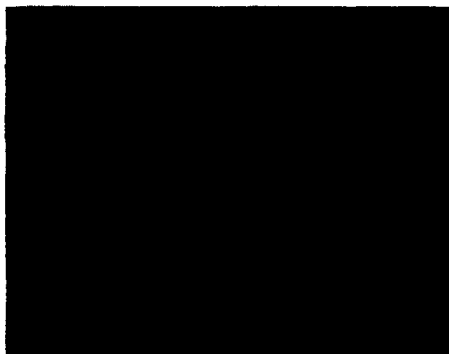


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COMMERCIAL: Big idea/Simple being smart  
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FRAMES: 14

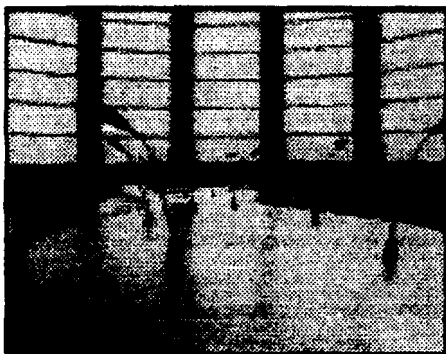
1 of 1

## Ad Detector

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This is about the biggest idea in business...



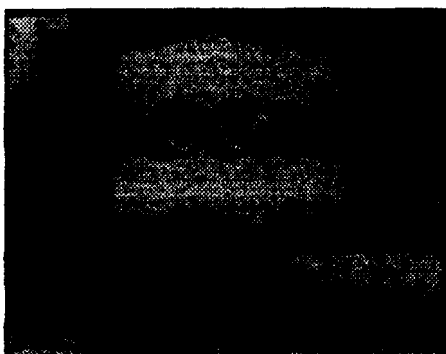
communication today...About



simple being smart...less being



more...about how your business can get



local and long distance calling



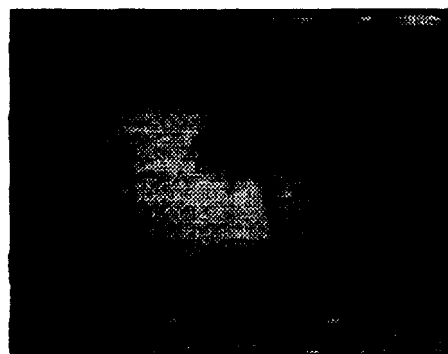
plus everything from paging



.to videoconferencing...Global to



cellular. The whole menu .



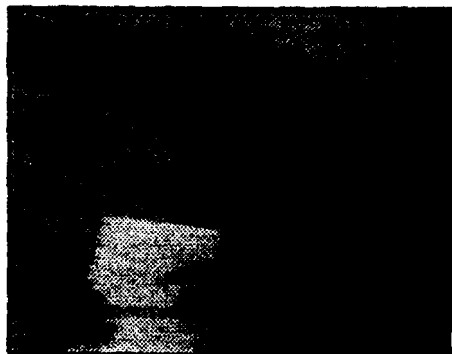
From soup to nuts. From one team



BRAND: MCI+NETWORK MCI  
TITLE: Big idea/Simple being smart  
COMMERCIAL: Big idea/Simple being smart  
LENGTH: 30  
FRAMES: 14

1 of 1

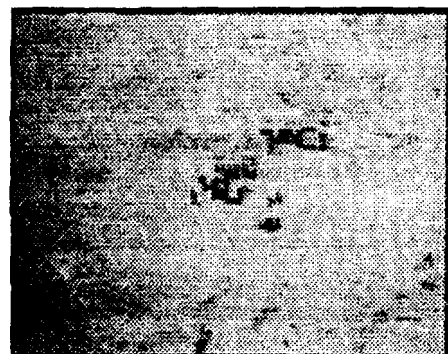
## Ad Detector



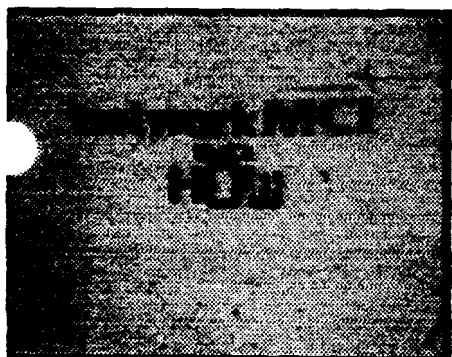
on one bill from the one and only



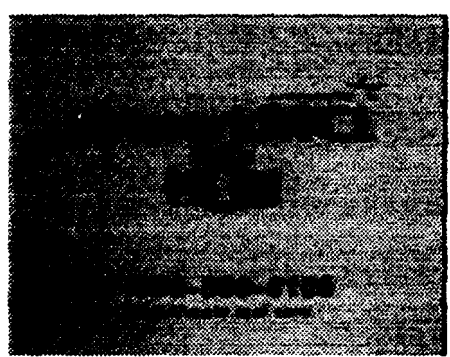
company in America with the power



to put it all together



Network MCI. That's how.



→ Started 9/12  
→ As of 9/14, running  
in 77 markets, nationwide,  
incl: Austin, DLS, Houston, KP,  
Little Rock, OKP, SA, STL, Tulsa,  
Wichita



# My Custom Report

08/15/96 to 09/14/96

Brand Name	Media	Market	Station	Date	Time	Length
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MCI+NETWORK MCI

(Big idea / Simple being smart)

N	AUSTIN	KEYE	09/12/96 07:03 P	30
N	AUSTIN	KEYE	09/12/96 09:34 P	<del>30</del>
N	AUSTIN	KEYE	09/13/96 07:14 A	30
N	AUSTIN	KEYE	09/13/96 08:13 P	30
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N	AUSTIN	KTBC	09/14/96 03:25 P	30
N	AUSTIN	KTBC	09/14/96 05:32 P	<del>30</del>
N	AUSTIN	KVUE	09/12/96 10:58 P	30
N	AUSTIN	KVUE	09/13/96 09:02 P	30
N	AUSTIN	KVUE	09/13/96 09:40 P	30
N	AUSTIN	KVUE	09/13/96 10:57 P	30
N	AUSTIN	KXAN	09/12/96 09:07 P	30
N	AUSTIN	KXAN	09/12/96 10:50 P	30
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N	BOSTON	WBZ	09/12/96 10:34 P	30
N	BOSTON	WBZ	09/13/96 07:14 A	30
N	BOSTON	WBZ	09/13/96 09:13 P	30
N	BOSTON	WBZ	09/13/96 01:24 X	30
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N	BUFFALO	WUTV	09/14/96 12:42 P	30



# My Custom Report

08/15/96 to 09/14/96

Brand Name	Media	Market	Station	Date	Time	Length
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	C	CABLE TV	TLC	09/12/96	12:42 X	30
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# My Custom Report

08/15/96 to 09/14/96

Brand Name	Media	Market	Station	Date	Time	Length
MCI+NETWORK MCI	C	CABLE TV	TLC	09/14/96	06:39 P	30
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	C	CABLE TV	TLC	09/14/96	07:12 P	30
	C	CABLE TV	TLC	09/14/96	07:29 P	30
	C	CABLE TV	TLC	09/14/96	07:44 P	30
	C	CABLE TV	TLC	09/14/96	07:54 P	30
	C	CABLE TV	TLC	09/14/96	08:15 P	30
	C	CABLE TV	TLC	09/14/96	08:25 P	30
	C	CABLE TV	TLC	09/14/96	08:41 P	30
	C	CABLE TV	TLC	09/14/96	08:50 P	30
	C	CABLE TV	TLC	09/14/96	09:13 P	30
	C	CABLE TV	TLC	09/14/96	09:25 P	30
	C	CABLE TV	TLC	09/14/96	09:41 P	30
	C	CABLE TV	TLC	09/14/96	09:52 P	30
	C	CABLE TV	TLC	09/14/96	10:14 P	30
	C	CABLE TV	TLC	09/14/96	10:25 P	30
	C	CABLE TV	TLC	09/14/96	10:41 P	30
	C	CABLE TV	TLC	09/14/96	11:39 P	30
	C	CABLE TV	TLC	09/14/96	11:54 P	30
	C	CABLE TV	TLC	09/14/96	12:14 X	30
	C	CABLE TV	TLC	09/14/96	12:29 X	30
	C	CABLE TV	TLC	09/14/96	12:38 X	30
	C	CABLE TV	TLC	09/14/96	12:49 X	30
	C	CABLE TV	TLC	09/14/96	01:12 X	30
	C	CABLE TV	TLC	09/14/96	01:26 X	30
	C	CABLE TV	TLC	09/14/96	01:39 X	30
	C	CABLE TV	TLC	09/14/96	01:50 X	30
	C	CABLE TV	TLC	09/14/96	02:12 X	30
	C	CABLE TV	TLC	09/14/96	02:23 X	30
	C	CABLE TV	TLC	09/14/96	02:42 X	30
	C	CABLE TV	TLC	09/14/96	02:50 X	30
	N	CHICAGO	WBBM	09/12/96	07:03 P	30
	N	CHICAGO	WBBM	09/12/96	09:34 P	30
	N	CHICAGO	WBBM	09/13/96	07:14 A	30
	N	CHICAGO	WBBM	09/13/96	08:13 P	30
	N	CHICAGO	WBBM	09/13/96	12:24 X	30
	N	CHICAGO	WFLD	09/14/96	11:42 A	30
	N	CHICAGO	WFLD	09/14/96	11:51 A	30
	L	CHICAGO	WFLD	09/14/96	12:38 P	30
	N	CHICAGO	WFLD	09/14/96	03:14 P	30
	N	CHICAGO	WLS	09/12/96	10:58 P	30
	N	CHICAGO	WLS	09/13/96	09:02 P	30
	N	CHICAGO	WLS	09/13/96	09:40 P	30
	N	CHICAGO	WLS	09/13/96	10:44 P	30
	N	CHICAGO	WMAQ	09/12/96	09:07 P	30
	N	CHICAGO	WMAQ	09/12/96	10:50 P	30



# My Custom Report

08/15/96 to 09/14/96

Brand Name	Media	Market	Station	Date	Time	Length
MCI+NETWORK MCI	N	CHICAGO	WMAQ	09/14/96	08:38 A	30
	N	DALLAS	KDFW	09/14/96	11:42 A	30
	N	DALLAS	KDFW	09/14/96	11:51 A	30
	N	DALLAS	KDFW	09/14/96	12:38 P	30
	N	DALLAS	KDFW	09/14/96	03:14 P	30
	N	DALLAS	KTVT	09/12/96	07:03 P	30
	N	DALLAS	KTVT	09/12/96	09:34 P	30
	N	DALLAS	KTVT	09/13/96	07:14 A	30
	N	DALLAS	KTVT	09/13/96	08:13 P	30
	N	DALLAS	KTVT	09/13/96	01:27 X	30
	N	DALLAS	KXAS	09/12/96	09:07 P	30
	N	DALLAS	KXAS	09/12/96	10:50 P	30
	N	DALLAS	KXAS	09/14/96	08:38 A	30
	N	DALLAS	WFAA	09/12/96	10:58 P	30
	N	DALLAS	WFAA	09/13/96	09:02 P	30
	N	DALLAS	WFAA	09/13/96	09:40 P	30
	N	DALLAS	WFAA	09/13/96	10:44 P	30
	N	HOUSTON	KHOU	09/12/96	07:03 P	30
	N	HOUSTON	KHOU	09/12/96	09:34 P	30
	N	HOUSTON	KHOU	09/13/96	07:14 A	30
	N	HOUSTON	KHOU	09/13/96	08:13 P	30
	N	HOUSTON	KHOU	09/13/96	12:54 X	30
	N	HOUSTON	KPRC	09/12/96	09:07 P	30
	N	HOUSTON	KPRC	09/12/96	10:50 P	30
	N	HOUSTON	KPRC	09/14/96	08:38 A	30
	N	HOUSTON	KRIV	09/14/96	02:42 P	30
	N	HOUSTON	KRIV	09/14/96	02:50 P	30
	N	HOUSTON	KRIV	09/14/96	03:25 P	30
	N	HOUSTON	KRIV	09/14/96	05:32 P	30
	L	HOUSTON	KRIV	09/14/96	07:40 P	30
	N	HOUSTON	KTRK	09/12/96	10:58 P	30
	N	HOUSTON	KTRK	09/13/96	09:02 P	30
	N	HOUSTON	KTRK	09/13/96	09:40 P	30
	N	HOUSTON	KTRK	09/13/96	10:44 P	30
	N	KANSAS CITY	KCTV	09/12/96	07:03 P	30
	N	KANSAS CITY	KCTV	09/12/96	09:34 P	30
	N	KANSAS CITY	KCTV	09/13/96	07:14 A	30
	N	KANSAS CITY	KCTV	09/13/96	08:13 P	30
	N	KANSAS CITY	KCTV	09/13/96	01:23 X	30
	N	KANSAS CITY	KMBC	09/12/96	12:27 X	30
	N	KANSAS CITY	KMBC	09/13/96	09:02 P	30
	N	KANSAS CITY	KMBC	09/13/96	09:40 P	30
	N	KANSAS CITY	KMBC	09/13/96	12:14 X	30
	N	KANSAS CITY	KSHB	09/12/96	09:07 P	30
	N	KANSAS CITY	KSHB	09/12/96	10:50 P	30
	N	KANSAS CITY	KSHB	09/14/96	08:38 A	30



# My Custom Report

08/15/96 to 09/14/96

Brand Name	Media	Market	Station	Date	Time	Length
MCI-NETWORK MCI	N	KANSAS CITY	WDAF	09/14/96	03:25 P	30
	N	KANSAS CITY	WDAF	09/14/96	05:32 P	30
	N	LITTLE ROCK	KARK	09/12/96	09:07 P	30
	N	LITTLE ROCK	KARK	09/12/96	10:50 P	30
	N	LITTLE ROCK	KARK	09/13/96	01:43 X	30
	N	LITTLE ROCK	KARK	09/14/96	08:38 A	30
	N	LITTLE ROCK	KATV	09/12/96	11:30 P	30
	N	LITTLE ROCK	KATV	09/13/96	09:02 P	30
	N	LITTLE ROCK	KATV	09/13/96	09:40 P	30
	N	LITTLE ROCK	KATV	09/13/96	11:20 P	30
	N	LITTLE ROCK	KLRT	09/14/96	11:42 A	30
	N	LITTLE ROCK	KLRT	09/14/96	11:51 A	30
	N	LITTLE ROCK	KLRT	09/14/96	12:22 P	30
	N	LITTLE ROCK	KLRT	09/14/96	02:23 P	30
	N	LITTLE ROCK	KTHV	09/12/96	07:03 P	20
	N	LITTLE ROCK	KTHV	09/12/96	09:34 P	30
	N	LITTLE ROCK	KTHV	09/13/96	07:14 A	30
	N	LITTLE ROCK	KTHV	09/13/96	08:13 P	30
	N	NETWORK TV	ABC	09/12/96	11:58 P	30
	N	NETWORK TV	ABC	09/12/96	03:38 X	30
	N	NETWORK TV	ABC	09/13/96	06:24 A	30
	N	NETWORK TV	ABC	09/13/96	06:54 A	30
	N	NETWORK TV	ABC	09/13/96	10:02 P	30
	N	NETWORK TV	ABC	09/13/96	10:40 P	30
	N	NETWORK TV	ABC	09/13/96	11:44 P	30
	N	NETWORK TV	CBS	09/12/96	08:03 P	30
	N	NETWORK TV	CBS	09/12/96	10:34 P	30
	N	NETWORK TV	CBS	09/13/96	06:12 A	30
	N	NETWORK TV	CBS	09/13/96	06:23 A	30
	N	NETWORK TV	CBS	09/13/96	07:14 A	30
	N	NETWORK TV	CBS	09/13/96	09:13 P	30
	N	NETWORK TV	CBS	09/13/96	01:24 X	30
	N	NETWORK TV	FOX	09/14/96	12:42 P	30
	N	NETWORK TV	FOX	09/14/96	12:51 P	30
	N	NETWORK TV	FOX	09/14/96	01:22 P	30
	N	NETWORK TV	FOX	09/14/96	03:23 P	30
	N	NETWORK TV	FOX	09/14/96	04:27 P	30
	N	NETWORK TV	FOX	09/14/96	06:32 P	30
	N	NETWORK TV	NBC	09/12/96	10:07 P	30
	N	NETWORK TV	NBC	09/12/96	11:50 P	30
	N	NETWORK TV	NBC	09/12/96	02:25 X	30
	N	NETWORK TV	NBC	09/13/96	06:19 A	30
	N	NETWORK TV	NBC	09/13/96	02:43 X	30
	N	NETWORK TV	NBC	09/13/96	03:43 X	30
	N	NETWORK TV	NBC	09/14/96	08:38 A	30
	N	NETWORK TV	NBC	09/14/96	02:17 X	30





# My Custom Report

08/15/96 to 09/14/96

Brand Name	Media	Market	Station	Date	Time	Length
MCI+NETWORK MCI	N	NETWORK TV	NBC	09/14/96	03:11 X	30
	N	OKLAHOMA CITY	KFOR	09/12/96	09:07 P	30
	N	OKLAHOMA CITY	KFOR	09/12/96	10:50 P	30
	N	OKLAHOMA CITY	KOCO	09/12/96	10:58 P	30
	N	OKLAHOMA CITY	KOCO	09/13/96	09:02 P	30
	N	OKLAHOMA CITY	KOCO	09/13/96	09:40 P	30
	N	OKLAHOMA CITY	KOCO	09/13/96	10:44 P	30
	N	OKLAHOMA CITY	KOKH	09/14/96	11:42 A	30
	N	OKLAHOMA CITY	KOKH	09/14/96	11:51 A	30
	L	OKLAHOMA CITY	KOKH	09/14/96	12:38 P	30
	L	OKLAHOMA CITY	KOKH	09/14/96	03:14 P	30
	N	OKLAHOMA CITY	KWTV	09/12/96	07:03 P	30
	N	OKLAHOMA CITY	KWTV	09/12/96	09:34 P	30
	N	OKLAHOMA CITY	KWTV	09/13/96	07:14 A	30
	N	OKLAHOMA CITY	KWTV	09/13/96	09:13 P	30
	N	OKLAHOMA CITY	KWTV	09/13/96	12:55 X	30
	N	ROCHESTER	WHEC	09/12/96	10:07 P	30
	N	ROCHESTER	WHEC	09/12/96	11:50 P	30
	N	ROCHESTER	WHEC	09/14/96	08:38 A	30
	N	ROCHESTER	WOKR	09/12/96	11:58 P	30
	N	ROCHESTER	WOKR	09/13/96	10:02 P	30
	N	ROCHESTER	WOKR	09/13/96	10:40 P	30
	N	ROCHESTER	WOKR	09/13/96	11:44 P	30
	N	ROCHESTER	WROC	09/12/96	08:03 P	30
	N	ROCHESTER	WROC	09/12/96	10:34 P	30
	N	ROCHESTER	WROC	09/13/96	07:14 A	30
	N	ROCHESTER	WROC	09/13/96	09:13 P	30
	N	ROCHESTER	WROC	09/13/96	01:24 X	30
	N	ROCHESTER	WUHF	09/14/96	12:42 P	30
	N	ROCHESTER	WUHF	09/14/96	12:51 P	30
	N	ROCHESTER	WUHF	09/14/96	01:22 P	30
	N	ROCHESTER	WUHF	09/14/96	03:23 P	30
	N	SAN ANTONIO	KABB	09/14/96	02:42 P	30
	N	SAN ANTONIO	KABB	09/14/96	02:50 P	30
	N	SAN ANTONIO	KABB	09/14/96	03:25 P	30
	N	SAN ANTONIO	KABB	09/14/96	05:32 P	30
	N	SAN ANTONIO	KENS	09/12/96	07:03 P	30
	N	SAN ANTONIO	KENS	09/12/96	09:34 P	30
	N	SAN ANTONIO	KENS	09/13/96	07:14 A	30
	N	SAN ANTONIO	KENS	09/13/96	08:13 P	30
	N	SAN ANTONIO	KENS	09/13/96	01:54 X	30
	N	SAN ANTONIO	KMOL	09/12/96	09:07 P	30
	N	SAN ANTONIO	KMOL	09/12/96	10:50 P	30
	N	SAN ANTONIO	KMOL	09/14/96	08:38 A	30
	N	SAN ANTONIO	KSAT	09/12/96	11:29 P	30
	N	SAN ANTONIO	KSAT	09/13/96	09:02 P	30



# My Custom Report

08/15/96 to 09/14/96

Brand Name	Media	Market	Station	Date	Time	Length
MCI+NETWORK MCI	N	SAN ANTONIO	KSAT	09/13/96	09:40 P	30
	N	SAN ANTONIO	KSAT	09/13/96	11:15 P	30
	N	ST LOUIS	KDNL	09/12/96	10:58 P	30
	N	ST LOUIS	KDNL	09/13/96	06:54 A	30
	N	ST LOUIS	KDNL	09/13/96	09:02 P	30
	N	ST LOUIS	KDNL	09/13/96	09:40 P	30
	N	ST LOUIS	KDNL	09/13/96	10:44 P	30
	N	ST LOUIS	KMOV	09/12/96	07:03 P	30
	N	ST LOUIS	KMOV	09/12/96	09:34 P	30
	N	ST LOUIS	KMOV	09/13/96	07:14 A	30
	N	ST LOUIS	KMOV	09/13/96	08:13 P	30
	N	ST LOUIS	KSDK	09/12/96	09:07 P	30
	N	ST LOUIS	KSDK	09/12/96	10:50 P	30
	N	ST LOUIS	KSDK	09/14/96	08:38 A	30
	N	ST LOUIS	KTVI	09/14/96	03:25 P	30
	N	ST LOUIS	KTVI	09/14/96	05:32 P	30
	N	TULSA	KJRH	09/12/96	09:07 P	30
	N	TULSA	KJRH	09/12/96	10:50 P	30
	N	TULSA	KJRH	09/14/96	08:38 A	30
	N	TULSA	KOKI	09/14/96	11:42 A	30
	N	TULSA	KOKI	09/14/96	11:51 A	30
	N	TULSA	KOKI	09/14/96	03:25 P	30
	N	TULSA	KOKI	09/14/96	05:32 P	30
	N	TULSA	KOTV	09/12/96	07:03 P	30
	N	TULSA	KOTV	09/12/96	09:34 P	30
	N	TULSA	KOTV	09/13/96	08:14 A	30
	N	TULSA	KOTV	09/13/96	08:13 P	30
	N	TULSA	KOTV	09/13/96	01:24 X	30
	N	TULSA	KTUL	09/12/96	11:58 P	30
	N	TULSA	KTUL	09/13/96	09:02 P	30
	N	TULSA	KTUL	09/13/96	09:40 P	30
	N	TULSA	KTUL	09/13/96	11:49 P	30
	N	WICHITA	KAKE	09/12/96	10:58 P	30
	N	WICHITA	KAKE	09/13/96	09:02 P	30
	N	WICHITA	KAKE	09/13/96	09:40 P	30
	N	WICHITA	KAKE	09/13/96	10:44 P	30
	N	WICHITA	KSAS	09/14/96	03:25 P	30
	N	WICHITA	KSAS	09/14/96	05:32 P	30
	N	WICHITA	KSNW	09/12/96	09:07 P	30
	N	WICHITA	KSNW	09/12/96	10:50 P	30
	N	WICHITA	KSNW	09/14/96	08:38 A	30
	N	WICHITA	KWCH	09/12/96	07:03 P	30
	N	WICHITA	KWCH	09/12/96	09:34 P	30
	N	WICHITA	KWCH	09/13/96	07:14 A	30
	N	WICHITA	KWCH	09/13/96	08:13 P	30
	N	WICHITA	KWCH	09/13/96	12:54 X	30
MCI+NETWORK MCI				Total -> 322		Spots

Grand Total -> 322

Spots